ABSTRACT

Shopping Assistance Service

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A shopping assistance method and service system is provided in which a shopper captures information about an item of interest (90) and sends it over a mobile radio infrastructure (10) to a service system (40). At the service system, the information is processed to identify at least the type of item of interest. A determination is also made of a location

10 associated with the information, this location will generally be that of the store (92) where the shopper captured the information, but could also be the shopper's home location. The service system next carries out a specific task (72) relating to the identified item (90), such as obtaining comparative prices, and then provides a report back to the shopper, the contents and/or organisation of the report taking account of the location previously

15 determined as being associated with the information.